

Attitude Towards Peer-to-Peer Accommodation: Evidence from Tourists in the Philippines

Abstract

The study responds to the paucity of understanding of tourists' attitudes toward peer-to-peer (P2P) accommodation services in less-developed economies. By gaining insights into the extant literature, the study proposes and tests a research model that accents the impact of perceived economic benefits, social incentives, and trust on consumers' attitudes towards P2P accommodation. Notably, it also explores the potential attitudinal effect of the new materialist lifestyle. Data were collected through a web-based survey involving 112 consumers aware of P2P accommodation with prior domestic tourism experience in the Philippines. Partial least squares structural equation modelling technique was employed for data analysis. The findings reveal that only economic benefits and trust perceptions can predict consumers' attitudes towards P2P accommodation services. Considering this, accommodation providers should continue to emphasize the economic value of their services to expand the customer base. Additionally, platform and accommodation providers can also enhance trust-building initiatives to reduce consumers' risk perceptions potentially aggravated by the ongoing pandemic.

Keywords: attitude, consumer behaviour, new materialist lifestyle, peer-to-peer accommodation, sharing economy

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1. Introduction

A rapidly growing sector within the sharing economy transpires in sharing spare lodging spaces with others and is commonly referred to as peer-to-peer (P2P) accommodation services. Ordinary homeowners temporarily share their rooms with others, usually for a fee, through digital platforms on which accommodation seekers can easily access and make reservations. P2P accommodation is growing in many tourist destinations. It has been a competitive alternative to traditional accommodation services usually provided by hotels (Gerdeman, 2020). Its rising popularity has caught the attention of various stakeholders from the industry, the public sector, and academia.

Evidence cites P2P accommodation's economic benefits, social incentives, and trustworthiness as the dominant attributes valued by consumers (Hawlitshchek et al., 2018; So et al., 2018; Tran & Filimonau, 2020; Tussydiah & Pesonen, 2018). In addition, consumers belonging to the young generation cohort (i.e., millennials)

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support its rising demand (Amaro et al., 2019; Godelnik, 2017; Hwang & Griffiths, 2017), as their tech-savvy attitude and experience in online transactions seem to align with P2P services in general (Amaro et al., 2019). Also, these consumer groups demonstrate greater environmental consciousness and are thus more inclined to prefer access over ownership-based consumption (Niezgoda & Kowalska, 2020).

Nevertheless, these empirical findings are confined mainly to western developed economies, despite the exponential growth of P2P accommodation services in the less-developed world. For instance, in Southeast Asia, data shows that guest bookings on Airbnb (a leading P2P accommodation platform) have increased by 1,160 % from 2014 to 2017 (Bakker & Twining-Ward, 2018). However, there is only a limited understanding of what factors are driving the usage of P2P accommodation in these countries, and scholars argue that more research is needed to acquire a broader and more comprehensive understanding of the demand side of P2P accommodation across the globe (Hossain, 2020; Kim, 2019; Yan et al., 2019; Yi et al., 2020).

Meanwhile, scholars denote that globalization, the prevalence of social networks, and the past economic downturn have engendered a new materialistic lifestyle among consumers (Alonso-Almeida et al., 2020; Naderi & Van Steenburg, 2018; Sama et al., 2018; Szmigin et al., 2020). Consumers manifest greater social and environmental consciousness (Niezgoda & Kowalska, 2020) and bear off traditional materialistic lifestyles as they become more mindful of consumption. Nepomuceno and Laroche (2015, 2017) describe this as an anti-consumption lifestyle closely attached to consumers' aspirations of living a simpler life, protecting the environment, and improving society. Alonso-Almeida et al. (2020) also acknowledge the rise of neo-materialist consumers who exhibit lifestyles that prioritize society's collective goals. These consumers bear a new materialist social awareness which ascribes the belief that resources are limited and should be distributed equally and justifiably for the good of the community (Alonso-Almeida et al., 2020). This new materialist or anti-consumption lifestyle could influence consumers' acceptance of sharing economy services, including peer-to-peer accommodation (Lee, 2019; Niezgoda & Kowalska, 2020). In addition, the sharing economy carries environmental and societal implications, as it bids as an alternative to ownership-based consumption and stresses the efficient utilization of idle resources (Frenken & Schor, 2017). Yet, as earlier mentioned, the extant literature only cites the economic benefits, social incentives, and trust as essential demand drivers of P2P accommodation; information on how this new materialist lifestyle influences the behaviour of consumers towards P2P accommodation remains limited.

Empirical evidence is also limited to supporting the antecedents shaping consumers' attitudes towards P2P accommodation in less-developed countries with distinct socio-economic and cultural characteristics. Meanwhile, as the new materialist lifestyle permeates consumer behaviour in the contemporary world, little is known about its role in P2P accommodation usage. Hence, the study draws insights from the previous research to propose a model that accents the antecedents shaping consumers' attitudes towards P2P accommodation. Attitude towards a product or service is a crucial determinant of consumer buying behaviour (Ajzen, 1991; Ampuero & Vila, 2006; Basha et al., 2015). It denotes an individual's overall positive or negative appraisal of a target object (Banerjee & Chaudhuri, 2020; Wolin et al., 2002) and is formed through one's cognition of the salient attributes associated with an object (Argyriou & Melewar, 2011). Based on these theoretical arguments, the study hypothesizes that consumers' cognition of P2P accommodation's most salient attributes (i.e., economic benefits, social incentives, and trust) forms their attitudes towards these services. In addition, the new materialist lifestyle is theorized to influence consumers' attitudes towards P2P accommodation.

This empirical investigation specifically addresses domestic tourists' attitudes to using P2P accommodation in the Philippines. The Philippines is one of the top contributors to Airbnb demand, receiving around 980,000 guests in 2017 (Bakker & Twining-Ward, 2018). P2P accommodation has vast potential in the country, as inbound and domestic tourism expenditures have continuously grown (Philippine Statistics Authority, 2019). This development positively impacts tourism-related products and services, including lodging services provided

by P2P accommodation providers. Nevertheless, the incidence of the Covid-19 pandemic has plunged the P2P accommodation sector. While travel restrictions keep international tourist arrivals low, the government aims to restart the country's tourism industry by augmenting domestic tourism (Department of Tourism, Republic of the Philippines, 2020). Hence, this work responds to the timely inquiry on which attributes of P2P accommodation are relevant in compelling consumers from a less-developed country to use such service when practising domestic tourism. Overall, insights from the study are relevant for P2P accommodation platform providers and service providers (hosts) in crafting appropriate marketing and management strategies that may contribute to the pandemic recovery.

2. Literature review

2.1. Consumers' beliefs and attitudes towards P2P accommodation

Belief factors and attitudes toward a product or service are central to consumers' purchasing decisions and behaviour (Ajzen, 1991; Ampuero & Vila, 2006). One's cognitive beliefs about the salient attributes of a target object influence evaluative judgments (favourable or unfavourable) towards the object (Argyriou & Melewar, 2011). This evaluative judgment is denoted as "attitude," a key determinant in consumer buying behaviour (Ajzen, 1991; Ampuero & Vila, 2006; Basha et al., 2015). As an individual positively evaluates a target object, purchase behaviour likely follows (Ajzen, 1991; Armitage & Conner, 2001). In the context of this study, consumers' attitudes towards P2P accommodation precede usage decisions. Meanwhile, the study premises that attitudes towards P2P accommodation are contoured by consumers' perceptions of its most salient attributes (Argyriou & Melewar, 2011). Previous studies report that economic benefits, social incentives, and trust are the critical attributes of P2P accommodation services strongly valued by consumers (Belarmino & Koh, 2020; Kuhzady et al., 2020).

They perceived economic benefits. Usage of P2P accommodation services is highly attributed to their economic benefits (Böcker & Meelen, 2017; Kuhzady et al., 2020), as they are a cheaper alternative and offer higher utility than offerings commonly provided through traditional channels. In addition, the affordability and possibilities for cost-saving highly entice American travellers to use P2P accommodation (Tussyadiah & Pesonen, 2018). Hence, the study postulates that:

H1: *Perceived economic benefits (ECO) positively affect consumers' attitude (ATT) towards P2P accommodation services*

They perceived social incentives. Additionally, acquiring authentic and local experiences in travel destinations through interaction with local hosts attracts tourists to use P2P accommodation services (Tussyadiah & Pesonen, 2018). For instance, Airbnb hosts offer travel tips and advice to guests, allowing immersion in the local culture and interaction with local communities. Meanwhile, Činjarević et al. (2019) recognize the emotional gains from social interactions between the host and client. Some psychological benefits arise from forging emotional bonds with others (i.e., hosts and guests) and belonging to a community (Hellwig et al., 2015; Hennig-Thurau et al., 2007). Given these arguments, the study hypothesizes that:

H2: *Perceived social incentive (SOI) positively affects consumers' attitude (ATT) towards P2P accommodation services*

Perceived trust. Mahadevan (2018) points out that trust is fundamental in using P2P accommodation, as transactions occur between people who have never met. Thus, issues such as the safety of living in other people's living spaces, service quality, and service concerns persist (Mao et al., 2020). Transactions in digital platforms are also exposed to security and privacy risks, which may deter consumers from engaging in P2P transactions (Mao et al., 2020). In response, platform providers embed trust-building mechanisms to counter

consumer risk perceptions; this includes creating user profiles, the presence of two-way review systems, accounts verification, and host information to inculcate trust between customer and host (Birinci et al., 2018). Ye et al. (2019) reveal that consumers who perceive higher trust in P2P platforms have no doubts about using P2P accommodation services. Given these factors, the study postulates that:

H3: *Perceived trust (TRU) positively affects consumers' attitude (ATT) toward P2P accommodation services*

2.2. The role of the new materialist lifestyle in peer-to-peer services

Belk (2007) states that materialistic behaviour is innate to people. Unique worldly places have greater importance on asset ownership and accumulation. However, Jiang and Tian (2018) point out that the economic crisis in 2008 fostered access to ownership-based consumption. Following the crisis, consumers' social and environmental awareness heightened (Bhaduri & Ha-Brookshire, 2011; Naderi & Van Steenburg, 2018) as they moved from the traditional materialistic lifestyle towards more socially responsible consumption (Nieżgoda & Kowalska, 2020; Szmigin et al., 2020). Scholars like Nepomuceno and Laroche (2015, 2017) labelled this an anti-consumption lifestyle, closely attached to consumers' aspirations to live a simpler life, protect the environment, and improve society. Alonso-Almeida et al. (2020) also associate consumers with new materialist social awareness, anchored on the belief that resources are limited and should be distributed equally and justifiably for the good of the community. This emerging lifestyle is believed to continue and endure as information becomes more accessible through technological advancements.

This new materialist lifestyle of consumers plausibly influences the demand for P2P services. The sharing economy, including P2P accommodation, is marked to bear societal and environmental implications. Access over ownership arrangement in the sharing economy is believed to expel the detrimental consequences of traditional consumerism, as shared services could reduce waste and suppress the rapid depletion of scarce natural resources (Botsman & Rogers, 2010; Frenken & Schor, 2017). Despite these conceptions, only a few empirical attempts have assessed the effects of consumers' new materialist lifestyle on the usage of sharing economy services (Lee, 2019; Niezgoda & Kowalska, 2020). Notably, prior studies predominantly stress the attributes of P2P accommodation (i.e., perceived economic advantages, social incentives, and trust) as motives for using P2P services. However, information remains limited on how this new materialist lifestyle influences consumers' attitudes and behaviour towards such accommodation. Hence, this work posits that:

H4: *New materialist lifestyle (NML) positively affects consumers' attitude (ATT) toward P2P accommodation services*

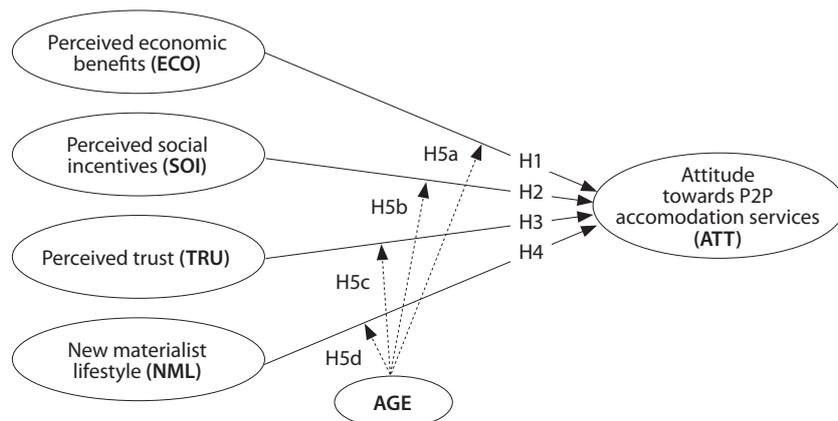
2.3. Moderating the role of age

The age of consumers has always been associated with sharing economy participation. Godelnik (2017) indicates that the millennial generation mainly represents sharing economy service users. Their exposure and substantial experience in digital transactions make them more inclined to use services from sharing economy platforms (e.g., Airbnb, Uber, Grab). Hsiao et al. (2018) also confirm the high level of participation of the younger generation (18–44 years old) in the sharing economy. In addition, openness and awareness of sharing services are substantial among the younger generational cohort (Buda et al., 2019; Mahadevan, 2018). Given these contentions, this work argues that age plausibly demonstrates a moderating role between consumers' perceptions and attitudes toward P2P accommodation. As for the younger population, a stronger relationship between perceptions and attitudes can be expected.

H5: *Age has a positive moderating effect on the relationships between a) perceived economic benefits, b) perceived social incentives, c) perceived trust, d) new materialist social awareness, and the attitude of tourists towards P2P accommodation*

A conceptual model was developed following the insights from the extant literature (Figure 1). The study seeks to predict the influence of the perceived economic benefits, social incentives, trust, and the new materialist lifestyle on the attitudes towards P2P services, including the moderating effects of age.

Figure 1
Proposed conceptual model



3. Methodology

3.1. Sampling procedure

Filipino consumers who have recently practised domestic tourism and are aware of P2P accommodation services were selected to participate in the study. Closed-ended yes/no questions assessing domestic tourism experiences and P2P accommodation awareness were used to screen the participants at the onset of the survey. This ensured that respondents could better articulate the attributes of P2P accommodation, thereby capturing reliable self-reports about the constructs measured in the study. About 200 potential P2P accommodation users in the Philippines were initially targeted, yet only 112 responses were valid after data screening and thus used for data analysis. This sample size is deemed adequate for analysis employing the PLS-SEM technique. Hair (2017) explicitly states that “the minimum sample size should be ten times the maximum number of arrowheads pointing at a latent variable anywhere in the PLS path model” (p. 24). Given the model specification of the study, with four arrowheads pointing to a construct, a minimum sample of 40 is required.

Furthermore, power sample analysis using G*power was conducted to assess the study’s minimum sample size, and results show that the minimum sample size is 92 at ($f^2=0.15$, $\alpha=0.05$, Power = 80%). Following stringent criteria for selecting respondents and sample size justification dismisses potential sampling issues. The average age of the respondents is 25 years old, and other socio-demographic information is presented in Table 1.

3.2. Survey instrument design and data collection procedure

A structured survey questionnaire was designed. The question items for the constructs in the study were adapted from prior studies and measured using a seven-point Likert scale (1–strongly disagree to 7–strongly agree) (Table 2). The questionnaire was divided into three parts: 1) familiarity and usage, 2) motivation and perception assessment, and 3) demographics. A brief description of P2P accommodation services was also provided at the beginning of the questionnaire to ensure respondents' uniform understanding of the concept. Seven (7) tourism industry practitioners were consulted to review the questionnaire. After several modifications, a pre-test was performed on 20 respondents to check further issues on the questionnaire's clarity and

validity. The final survey version was implemented on an online survey platform (Google forms). Data collection was carried out from January to March 2020.

Table 1
Profile of respondents (n = 112)

		Count	%
Gender	Male	32	28.5
	Female	69	61.6
Marital Status	LGBTQ+	11	9.8
	Married	14	12.5
	Single	97	86.6
	Divorced	1	0.8
Age of respondents	18-25	69	61.6
	26-34	36	32.1
	35-44	6	5.3
	45+	1	0.8
Education	Bachelor	90	80.3
	Master	19	16.9
	Doctoral	3	2.6
Employment status	Employed	73	65.1
	Self-employed	4	3.5
	Unemployed	4	3.5
	Student	31	27.6

Source: Authors' field survey, January–March 2020.

Table 2
Constructs, measurement items, and their sources

Construct	Code	Measure Item	Source
ECO	ECO1	P2P accommodation is affordable	(Pappas, 2017)
	ECO2	P2P offers value for money	
	ECO3	P2P sharing platforms help me to save money and spend it later	
SOI	SOI1	P2P accommodation provides an opportunity to socialize with others	(Laurenti & Acuña, 2020; So et al., 2018; Tussyadiah, 2016)
	SOI2	P2P accommodation gives me the feeling of community participation	
	SOI3	Through P2P, I get to meet and interact with a variety of people	
	SOI4	Through P2P, I can gain unique experiences	
TRU	TRU1	P2P accommodation is trustworthy	(Alonso-Almeida et al., 2020; Hawlitschek et al., 2018; Pavlou, 2003; Sparks & Browning, 2011)
	TRU2	P2P accommodation providers have high integrity	
	TRU4	P2P platforms are committed to keeping their promises	
NML	NML1	I feel like I contribute to society if I use P2P services	(Alonso-Almeida et al., 2020)
	NML2	The concept of P2P services imbibes equality and justice in the society	
	NML3	P2P concept is trendy and current	
	NML4	The P2P sector is getting familiar due to vast media coverage	
ATT	ATT1	I think using P2P accommodation service is a positive thing	(Ajzen, 1991)
	ATT2	Sharing spare bedrooms or unoccupied properties with tourists makes sense	
	ATT3	I find participating in P2P accommodation services to be a wise move	
	ATT4	I think participating in P2P accommodation services is a good thing	

3.3. Data analysis

The research model was examined through a partial least square methodology based on the structural equation modelling technique via SMART-PLS software. PLS-SEM still has a robust capability to infer relationships between multiple variables without rigid assumptions, prerequisites, or other conditions (Hair, 2017). Given the data's low sample size and non-normal distribution, PLS-SEM is an appropriate analytical procedure for this study.

4. Results

4.1. Measurement model assessment

Hair et al. (2017) specify critical requisites before assessing the structural model via PLS-SEM analysis. These include the assessment of the reliability and validity of constructs. Firstly, we examine the factor loadings of the constructs, to which the values seem satisfactory, as most items exceed the ≥ 0.7 thresholds (Hair, 2017) (Table 3). Cronbach's alpha values exceed the threshold value of 0.7 (Hair, 2017), while the composite reliability scores are more significant than 0.7 (Fornell & Larcker, 1981; Hair, 2017). The Dijkstra-Henseler's rho (ρ_A) scores are also above the 0.8 thresholds (Dijkstra et al., 2015). Having satisfied these indicators, we establish the reliability of the measurement model. Additionally, the average variance extracted (AVE) exceeded the minimum threshold of 0.5 (Fornell & Larcker, 1981), signifying the convergent validity of constructs.

Moreover, the discriminant validity of latent variables was assessed based on the Fornell-Larcker criterion and heterotrait-monotrait ratio of correlations (HTMT). Fornell-Larcker criterion postulates that the square root of AVE of the latent variable must be more significant than its correlation with other variables. As shown in Table 4, the square roots of the AVE (diagonal values in bold) are higher than construct correlations. Likewise, HTMT ratios (in the grey zone) are acceptable as values fall below 0.85-0.90 (Hair, 2017). Given the satisfactory results, the discriminant validity of the constructs is established. Lastly, common method bias (CMB) was ruled out as cumulative variance explained by the first factor is 48.5%, which is less than the 50% threshold (Podsakoff et al., 2003). The structural assessment of the model followed after fulfilling the requisites in the measurement model assessment.

Table 3
Construct reliability and validity

Economic (ECO)	Mean	SD	FL	Cronb.a	CR	AVE	rho_A
ECO1	5.250	1.392	0.910	0.835	0.901	0.753	0.842
ECO2	5.152	1.248	0.876				
ECO3	5.232	1.382	0.814				
Social incentive (SOI)				0.915	0.940	0.796	0.919
SOI1	5.268	1.309	0.889				
SOI2	4.973	1.339	0.871				
SOI3	5.304	1.267	0.919				
SOI4	5.259	1.273	0.888				
Trust (TRU)				0.929	0.955	0.876	0.938
TRU1	4.634	1.254	0.948				
TRU2	4.714	1.198	0.940				
TRU4	4.714	1.221	0.920				
New materialist lifestyle (NML)				0.832	0.886	0.662	0.848
NML1	4.598	1.411	0.787				
NML2	4.679	1.351	0.757				
NML3	5.420	1.327	0.856				
NML4	5.446	1.401	0.849				
Attitude (ATT)				0.898	0.929	0.767	0.889
ATT1	5.170	1.407	0.862				
ATT2	4.946	1.619	0.828				
ATT3	5.179	1.434	0.919				
ATT4	5.295	1.300	0.892				

Note. SD – standard deviation, FL – factor loadings, Cronb.a – Cronbach's alpha, CR – composite reliability, AVE – average variance extracted, Rho_A – Dijkstra-Henseler's rho.

Source: Authors' processing from SMART-PLS 3 Version.

Table 4
Discriminant validity assessment using Fornell-Larcker Criterion and HTMT

Constructs	PER	ECO	NML	SOI	TRU
ATT	0.876	<i>0.747</i>	<i>0.711</i>	<i>0.645</i>	<i>0.654</i>
ECO	0.649	0.868	<i>0.785</i>	<i>0.602</i>	<i>0.660</i>
NML	0.631	0.680	0.814	<i>0.843</i>	<i>0.828</i>
SOI	0.581	0.537	0.763	0.892	<i>0.716</i>
TRU	0.599	0.603	0.704	0.645	0.936

Note. Square-root of AVE (in bold), HTMT ratios (in italics in the gray zone).

Source: Authors' processing from SMART-PLS 3 Version.

4.2. Structural model assessment and hypotheses testing

The structural model first inspected the R² value of the endogenous variable of the study's research model. It shows that the endogenous variable – ATT explains 52.5% of the combined effects of predictor variables: perceived economic benefits, perceived social incentive, perceived trust, the new materialist lifestyle, and age. Meanwhile, a blindfolding procedure was performed and obtained the Stone–Geisser (Q^2) value of the endogenous construct o (ATT) was; this was done to assess the predictive relevance of the model. Q^2 of ATT sets at 0.418, suggesting a good predictive relevance ($Q^2 > 0$ signifies a robust predictive relevance) (Barroso et al., 2010; Geisser, 1974; Hair Jr et al., 2017; Stone, 1974). We also ran a PLS prediction analysis to assess out-of-sample predictive performance prediction for the study's indicators and constructs. The $Q^2_{\text{-predict}}$ of ATT is 0.465, suggesting sufficient predictive relevance as the value is greater than 0 (Ahmad et al., 2019; Shmueli et al., 2016).

Subsequently, a complete bootstrapping procedure with 5000 subsamples was performed for hypothesis testing. The current study used a 5% significance level for stricter tests for statistical significance on the examined parameter relationships. This significance level is commonly used in many marketing-related studies (Hair Jr et al., 2017; Sawyer & Peter, 1983) and other business disciplines of science (Kim & Choi, 2021). Results reveal that perceived economic benefits (ECO) ($\beta=0.359$, $t = 3.703$, $p < 0.01$) and trust (TRU) ($\beta=0.179$, $t = 1.995$, $p < 0.05$) have a significant positive relationship with tourists' attitude towards P2P accommodation (Table 5). However, while the new materialist lifestyle (NML) ($\beta=0.124$, $t = 0.953$, $p > 0.05$) and perceived social incentive (SOI) ($\beta=0.177$, $t = 1.757$, $p > 0.05$) have a positive effect on attitudes towards P2P accommodation, the effects are not significant at the 5% confidence level. These results support H1 and H3 while rejecting H2 and H4. Furthermore, moderation analysis only reveals a positive and significant moderating effect of age on the TRU→ATT relationship ($\beta=0.303$, $t = 2.380$, $p < 0.05$), supporting H5c. There is no sufficient evidence to conclude that age moderates the ECO→ATT, SOI→ATT, or NML→ATT relationships. Hence, H5a, H5b, and H5d are not supported.

Table 5
Descriptive analyses

Direct effects	(β)	t-value	p-value	Remarks
ECO → ATT	0.359***	3.703	0.000	H1 - Supported
SOI → ATT	0.177*	1.757	0.080	H2 - Not supported
TRU → ATT	0.179**	1.995	0.047	H3 - Supported
NML → ATT	0.124	0.953	0.342	H4 - Not supported
Moderating effects				
AGE*ECO → ATT	0.03	0.039	0.757	H5a - Not supported
AGE*SOI → ATT	0.123	1.186	0.236	H5b - Not supported
AGE*TRU → ATT	0.303***	2.380	0.018	H5c - Supported
AGE*NML → ATT	0.062	0.590	0.556	H5d - Not supported
	R²	Adjusted R²	Q²	Q²_{-predict}
ATT	0.525	0.509	0.418	0.465

Note. β = regression coefficient.

*** significant at 0.01, ** significant at 0.05, * significant at 0.10.

Source: Authors' processing from SMART-PLS 3 Version.

5. Discussion

This study primarily examines the influence of perceived economic benefits, social incentives, trust, and the new materialist lifestyle on tourists' attitudes to peer-to-peer accommodation services. The results reveal that only the perceived economic benefits and trust positively and significantly affect these attitudes. The current evidence corroborates extant claims that economic benefits have a dominant influence on consumers' transactions in P2P accommodation and other sharing economy sectors (Böcker & Meelen, 2017; Chen et al., 2019; Hallem et al., 2019; Hawlitschek et al., 2018; B. Kim, 2019; Möhlmann, 2015; Park & Joyner Armstrong, 2019; Tussyadiah & Pesonen, 2018). Its affordability and the cost-saving opportunities it provides certainly influence consumers' positive appraisal of the service. Following the economic crisis in 2008, which led to the rise of sharing economy business models, consumers reportedly prefer affordable goods and services (Jiang & Tian, 2018). Therefore, their perception of the economic advantage of P2P accommodation remains relevant in their usage decisions.

Meanwhile, the predictive power of trust on attitudes towards P2P accommodation resonates with the extant claims (Ert et al., 2016; Mahadevan, 2018; ter Huurne et al., 2017; Tran & Filimonau, 2020; Tussyadiah & Pesonen, 2018; Ye et al., 2019). The privacy and security risks associated with online transactions and the reliability of service providers (hosts) and their accommodation services considerably bear the apparent effect of trust in sharing economy transactions. Furthermore, poor IT infrastructure in the less-developed world and the rising occurrence of fraud and scams in cyberspace induce consumers to manifest prudence in pursuing internet-based transactions. In the e-commerce context, Ching (2017) maintains that consumers in the Philippines still use cash-based payment channels despite the government's drive to digitalize payment systems. Additionally, Bringula (2016) asserts that Filipinos' aversion to e-commerce is attributable to their precedence towards service reliability and security. Hence, this weakens consumers' desire to participate in the sharing economy when trust is not established. This is a crucial factor for consumers with limited experience in online sharing activities, as they experience more difficulty overcoming the presumed risks in online transactions (Hawlitschek et al., 2016). Tussyadiah and Pesonen (2018) stress the importance of establishing trust towards the online platform via securing payment transactions and ensuring data privacy. Additionally, the occurrence of the Covid-19 pandemic may have strengthened the relevance of the perceived trust on tourists' decision to use P2P accommodation. The fear and risk perception of contracting the virus may intensify tourists' aversiveness in traveling and choosing accommodation options (Lee & Deale, 2021), hence enforcing the importance of trust.

Existing claims insinuate the social incentives derived from the interaction of hosts and customers in peer-to-peer accommodation sharing (Hellwig et al., 2015; Hennig-Thurau et al., 2007; Mahadevan, 2018; Tussyadiah & Pesonen, 2016). However, the findings did not reveal strong evidence to support the claims (SOI \rightarrow ATT, sig. at $p=0.08$). Instead, the results may agree with Tran and Filimonau's (2020) findings regarding domestic Vietnamese tourists and the short cultural distance between local tourists and hosts. Also, Tussyadiah (2016) specifies that social benefits towards P2P accommodation services vary, as interactions depend on the accommodation type chosen by customers. For example, some customers prefer to occupy the entire house or apartments, cohabit separately with the hosts, and value privacy (Oyedele & Simpson, 2018; So et al., 2018; Tussyadiah, 2016).

Economic, social, and technological changes drive consumers from traditional materialism, increasing consumption and social awareness (Alonso-Almeida et al., 2020). The study presumes that this new materialist lifestyle may shape consumers' attitudes towards shared accommodation services, yet the results fail to support this hypothesized relationship. Therefore, it is argued that this new materialist lifestyle is not yet fully ingrained among consumers from developing nations. Moreover, as P2P services are only beginning to gain popularity in the less-developed world, consumer behaviour's environmental and societal implications remain poorly understood.

Lastly, the study investigates the moderating role of "age" between the perceptions–attitude relations indicated in the research model. Findings suggest that age only moderates the relationship between trust and attitude towards P2P accommodation; more explicitly, the relationship between perceived trust and attitude is stronger among the younger generation. The results support the claims of Mahadevan (2018) that trust plays a role in younger generations' participation in the sharing economy, including using P2P accommodation services.

6. Conclusion

6.1. Theoretical implications

The study draws insights from the literature to propose and empirically test a research model that explains consumers' attitudes towards P2P accommodation services in the context of a developing country. In particular, the attitudinal effects of perceived economic benefits, social incentives, and trust toward P2P accommodation are examined; additionally, the study notably integrates the new materialist lifestyle in the proposed model and explores its effect on consumers' attitudes towards these services. The study contributes to the corpus of knowledge about consumers' attitudes towards P2P accommodation and its antecedents in less-explored territories. Several studies assert that consumers prefer P2P accommodation because of its economic advantages, social incentives, and service reliability. However, this work argues that only the perceived economic benefits and trust toward P2P accommodation are relevant to consumers' usage decisions in a developing country. Notably, the study dismisses the attitudinal effect of social incentives; one plausible explanation is that consumers, mainly domestic tourists, value privacy in their choice of lodging services. Therefore, they reasonably seek to minimize social interaction with the host or other guests, hence their preference to stay in an entire accommodation unit or separately with the host and other guests. Another noteworthy contribution of the study ascertains the role of the new materialist lifestyle in shaping consumers' attitudes towards P2P accommodation. Many scholars believe this lifestyle drives the sharing economy or the collaborative consumption movements. However, the findings of this study argue that contention in the context of P2P accommodation usage in developing countries, as this new materialist lifestyle has yet to take hold among consumers in these regions. In addition, the P2P accommodation model may still be in the early growth stage in these countries. Thus, its societal and environmental implications remain poorly understood among consumers.

6.2. Practical implications

The results yield relevant insights for peer-to-peer accommodation platform providers and service providers. Essentially, P2P platform companies should communicate and emphasize their offerings' cost advantage over traditional alternatives for consumer targeting. It is also necessary to improve the trust-building efforts adopted by P2P platforms and service providers. For instance, reflecting accurate reviews and ratings of superior accommodation and strengthening digital transactions' privacy and security may appeal to consumers across age groups. During the Covid-19 pandemic, platform and service providers may need to emphasize hygiene and cleaning protocols to ensure prospective guests' safety not contracting the virus. Meanwhile, hosts may offer accommodation types (i.e., entire house and apartment) that uphold privacy among guests.

Furthermore, despite the growing usage of P2P accommodation services in the Philippines or other developing countries, a considerable portion of the population may still be unaware of the phenomenon. Hence, P2P accommodation firms must ramp up promotional activities to expand their market base and introduce their product's benefits, including its contributory effects on society. These firms can exploit social networking sites to carry out promotional activities. As for policymakers, this research offers insights into consumers' motivations for alternative accommodation services like those provided on sharing economy platforms. The government's lax stance towards these businesses suggests the need to formulate and establish appropriate

legislation to ascertain the legitimacy of their operations. This initiative may enhance and promote trust in these emerging businesses.

6.3. Limitations and future research directions

The study advises caution in generalizing the findings owing to the characteristics of the study sample. It is recommended to replicate the study in other developing countries with thriving tourism industries and concurrently validate our findings, as this study merely captures consumers' attitudes towards P2P accommodation. Future studies can utilize measures of actual behaviour as an outcome variable. Furthermore, the study findings set themes for future investigations: First, the roles of accommodation types (i.e., private spaces vs co-living spaces) or tourism types (i.e., domestic, international, and outbound) should be embedded in future studies examining P2P accommodation usage. Second, as trust is an essential driving factor, future investigations must closely examine the effect of platform/service providers' trust-building efforts on consumers. Third, considering the interaction of cultural values on consumers' use of shared services and suppliers' sharing out propensities would substantiate findings and offer insights into differing perspectives (i.e., consumer-platform-provider) of P2P accommodation. Lastly, the Covid-19 pandemic and its adverse effects on travel and tourism have decreased the demand for P2P accommodation services, possibly engendering transformative shifts in consumer behaviour (Kirk & Rifkin, 2020). Therefore, further studies should investigate this emerging behavioural issue and acquire insights into designing commensurate pandemic recovery strategies in the P2P accommodation sector.

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